

ORDER



Orders
Order / Rev: 185105
Alt Order #:
Product Desc: American Crossroads
Estimate: 943
Flight Dates: 09/08/12 - 09/11/12
Original Date / Rev: 09/04/12 / 09/04/12
Order Type: GENERAL

KMGH

Primary AE: David Lombardo
Sales Office: EWSDC
Sales Region: NAT

Agency
Name: Crossroads Media Group
Buying Contact: Emily Milhoan
Billing Contact:
 66 Canal Center Plaza, Suite 555
 Alexandria,, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Issue/American Crossroads
Demographic: A25-54
Product Codes: PL23-Issue/Prop
Priority: PREEMPTIBLE
Revenue Codes: POL, POL-ISSUE, Unassigned

New Business Thru:
Order Separation: 00:10:00
Advertiser External ID: MAJ
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/11/12	3	\$8,100.00	\$6,885.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$8,100.00	\$6,885.00	0.00
Totals	3	\$8,100.00	\$6,885.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KMGH	22%	\$8,100.00
Market	100%	\$36,818.18

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	22%	\$8,100.00
KDEN+	0%	\$0.00
KDVR+	15%	\$5,522.73
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	11%	\$4,050.00
KUSA	30%	\$11,045.45
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/11/12	09/11/12	ABC Tue C ABC Tue C	CA	9P-10P	- T- - - - -	:30	1	\$3,500.00	PREE	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	- T- - - - -		1				\$3,500.00		0.00			
N 2	KMGH	09/08/12	09/08/12	ABC College FB -Afternoon ABC College FB-Afternoon	CA	130P-5P	- - - - - S-	:30	1	\$1,600.00	P2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	- - - - - S-		1				\$1,600.00		0.00			
N 3	KMGH	09/09/12	09/09/12	ABC Sun D ABC Sun D	CA	9P-10P	- - - - - S	:30	1	\$3,000.00	P2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	- - - - - S		1				\$3,000.00		0.00			
Totals													3	\$8,100.00	